

Rep Order# 9838623 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 64817

Printed: 10/12/2012 2:22 PM  
Last Received: 10/12/2012 2:10 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product NRSC/MANDEL  
Estimate#  
Buyer JESSICA MURRAY  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STREET NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/10/2012 - 10/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-CHANGES OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*13	SU	9P-10P	GOOD WIFE	:30	\$2,400.00	10/14-10/14	0	0	0	\$0.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*18	SA	330P-7P	FTBALL	:30	\$350.00	10/13-10/13	4	1	4	\$1,400.00	
				Sales Remark: V5 MKGD								
				V5 Added								
	*19	SA	9P-10P	HAWAII	:30	\$450.00	10/13-10/13	1	1	1	\$450.00	
				Sales Remark: V5 MKGD.								
				V5 Added								
	*20	SU	630P-7P	NEWS	:30	\$550.00	10/14-10/14	1	1	1	\$550.00	
				Sales Remark: V5 MKGD								
				V5 Added								

---REPORT TOTALS---

Report Totals: 6 / \$2,400.00

---SALES MONTHLY TOTALS---

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Oct 12: 34 / \$37,495.00

Sales Totals: 34 / \$37,495.00

Station Totals: 34 / \$37,495.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$107,129	CABL	0%	EKRC	0%	UNKN	65%	WBQC	0%	WCPO	0%
		WKRC	35%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null  
Demos RA35+

Rep Order# 9838623 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 64817

Printed: 10/12/2012 12:16 PM  
Last Received: 10/10/2012 2:45 PM  
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--- REMARKS ---

here is the whole mg offer for line 13  
4x @ 350. sat 10/13 330-7p college football, 1x sat 9-10p  
1x @ 550. hawaii 5 0, sun 10/14 1x @ 550. 630-7p news  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*13	SU	9P-10P	GOOD WIFE	:30	\$2,400.00	10/14-10/14	1	1	1	\$2,400.00	
		Station Remark: V4 1x na 10/14 no time. mg sat 330-7p college football 4x @ 350. each, sun 10/14 630-7p news 1x @ 550. more in remarks										

---REPORT TOTALS---

Report Totals: 1 / \$2,400.00

---SALES MONTHLY TOTALS---

Oct 12: 29 / \$37,495.00  
Sales Totals: 29 / \$37,495.00  
Station Totals: 29 / \$37,495.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$107,129	CABL	0%	EKRC	0%	UNKN	65%	WBQC	0%	WCPC	0%
		WKRC	35%	WLWT	0%	WSTR	0%	WXIX	0%		

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

**Connell II, Jim**

**From:** dmcullah@wkrc.com  
**Sent:** Friday, October 12, 2012 11:02 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: National Republican Senate Campaign Mandel - 64817

Station: WKRC-TV

**Order Information:**

Order #: 64817  
Order Total: \$37,495.00  
Agency: Strategic Media Service  
Advertiser: National Republican Senate Campaign Mandel  
Product: NRSC/MANDEL  
Alternate Order #: 09838623  
Flight Dates: 10/10/12 - 10/14/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (64817-12-1):**

Rate: \$2,400.00  
Air Date: Sun 10/14/12  
Eligible Days: -----Su  
Inventory Code: Sun Reg 3  
Inventory Description: Sun Reg 3  
Inventory Code Time: 9:00 PM-10:00 PM  
Spot Type: NM  
Restricted: Earliest start: 9:00:00 PM, Latest end: 10:00:00 PM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: No Avail

→ 4x Sat 7:30-7:57 10/13  
1x Sun 6:30-7:00 10/13  
1x Sat 9:00-9:30 10/13  
1x Sat 10/14 1x 10/14

# Spot Manager: All, 10/10/12-10/14/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: National Republican Senate Campaign Mandel												
Agency: Strategic Media Service												
Station: WKRC-TV												
Order: 64817												
<b>Line: 1</b>												
10/11/12	Thursday	5:53:11 AM	:30	\$325.00	TVGENJ6a	Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	NRSC/MANDEL		P-3	1	MWASH-
10/12/12	Friday	5:52:07 AM	:30	\$325.00	TVGENJ6a	Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	NRSC/MANDEL		P-3	3	MWASH-
10/12/12	Friday	5:36:10 AM	:30	\$325.00	TVGENJ6a	Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	NRSC/MANDEL		P-3	2	MWASH-
											3	
<b>Line: 2</b>												
10/11/12	Thursday	7:46:02 AM	:30	\$190.00	TVGENJCBS	This Morning	7:00 AM-9:00 AM	NRSC/MANDEL		P-3	2	MWASH-
10/11/12	Thursday	7:11:24 AM	:30	\$190.00	TVGENJCBS	This Morning	7:00 AM-9:00 AM	NRSC/MANDEL		P-3	1	MWASH-
10/12/12	Friday	7:45:10 AM	:30	\$190.00	TVGENJCBS	This Morning	7:00 AM-9:00 AM	NRSC/MANDEL		P-3	3	MWASH-
											3	
<b>Line: 3</b>												
10/13/12	Saturday	7:13:56 AM	:30	\$150.00		6a-8a Local 12 News S	(7:00:00 AM-8:00:00 AM)	NRSC/MANDEL		P-3	1	MWASH-
10/13/12	Saturday	7:22:54 AM	:30	\$150.00		6a-8a Local 12 News S	(7:00:00 AM-8:00:00 AM)	NRSC/MANDEL		P-3	2	MWASH-
											2	
<b>Line: 4</b>												
10/11/12	Thursday	12:20:59 PM	:30	\$350.00	TVGENJ	Local 12 News at Noon	12:00 PM-12:30 PM	NRSC/MANDEL		P-3	1	MWASH-
10/12/12	Friday	12:03:16 PM	:30	\$350.00	TVGENJ	Local 12 News at Noon	12:00 PM-12:30 PM	NRSC/MANDEL		P-3	2	MWASH-
10/12/12	Friday	12:27:56 PM	:30	\$350.00	TVGENJ	Local 12 News at Noon	12:00 PM-12:30 PM	NRSC/MANDEL		P-3	3	MWASH-
											3	
<b>Line: 5</b>												
10/11/12	Thursday	5:22:30 PM	:30	\$525.00	TVGENJ5p	Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PNRSC/MANDEL		P-3	1	MWASH-
10/12/12	Friday	5:12:35 PM	:30	\$525.00	TVGENJ5p	Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PNRSC/MANDEL		P-3	2	MWASH-
											2	
<b>Line: 6</b>												
10/11/12	Thursday	5:41:04 PM	:30	\$600.00	TVGENJ5p	Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PNRSC/MANDEL		P-3	1	MWASH-
10/12/12	Friday	5:34:51 PM	:30	\$600.00	TVGENJ5p	Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PNRSC/MANDEL		P-3	2	MWASH-
											2	
<b>Line: 7</b>												
10/11/12	Thursday	6:25:04 PM	:30	\$650.00	TVGENJ6p	Local 12 News at Six	6:00 PM-6:30 PM	NRSC/MANDEL		P-3	1	MWASH-
10/12/12	Friday	6:05:34 PM	:30	\$650.00	TVGENJ6p	Local 12 News at Six	6:00 PM-6:30 PM	NRSC/MANDEL		P-3	2	MWASH-
											2	
<b>Line: 8</b>												
10/14/12	Sunday	6:29:26 PM	:30	\$550.00		CBS Eve News Sun	6:00 PM-6:30 PM	NRSC/MANDEL		P-3	1	MWASH-
											1	
<b>Line: 9</b>												
10/11/12	Thursday	7:28:37 PM	:30	\$650.00	TVGENJM-F	7p-730p	7:00 PM-7:30 PM	NRSC/MANDEL		P-3	1	MWASH-
10/12/12	Friday	7:10:27 PM	:30	\$650.00	TVGENJM-F	7p-730p	7:00 PM-7:30 PM	NRSC/MANDEL		P-3	2	MWASH-
											2	
<b>Line: 10</b>												

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/10/12-10/14/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: National Republican Senate Campaign Mandel												
Agency: Strategic Media Service												
Station: WKRC-TV												
Order: 64817												
Line: 10												
10/11/12	Thursday	7:55:27 PM	:30	\$750.00	TVGENJ	M-F 730p-8p	7:30 PM-8:00 PM	NRSC/MANDEL		P-3	1	MWASH
10/12/12	Friday	7:42:52 PM	:30	\$750.00	TVGENJ	M-F 730p-8p	7:30 PM-8:00 PM	NRSC/MANDEL		P-3	2	MWASH
											2	
Line: 11												
10/11/12	Thursday	1:21:55 PM	:30	\$1,100.00	TVGENJ	11p M-F Local 12 News	11:00 PM-11:35 PM	NRSC/MANDEL		P-3	1	MWASH
10/12/12	Friday	1:05:14 PM	:30	\$1,100.00	TVGENJ	11p M-F Local 12 News	11:00 PM-11:35 PM	NRSC/MANDEL		P-3	2	MWASH
10/12/12	Friday	1:34:00 PM	:30	\$1,100.00	TVGENJ	11p M-F Local 12 News	11:00 PM-11:35 PM	NRSC/MANDEL		P-3	3	MWASH
											3	
Line: 13												
10/14/12	Sunday	1:45:02 PM	:30	\$3,000.00		Sun Reg 4	10:00 PM-11:00 PM	NRSC/MANDEL		P-3	1	MWASH
											1	
Line: 14												
10/11/12	Thursday	1:46:31 PM	:30	\$3,000.00	TVGENJ	Thu Reg 2	9:00 PM-10:00 PM	NRSC/MANDEL		P-3	1	MWASH
											1	
Line: 15												
10/14/12	Sunday	2:57:56 PM	:30	\$16,000.00		Bengals vs Cleveland	(1:00:00 PM-4:00:00 PM)	NRSC/MANDEL		P-2	1	MWASH
											1	
Line: 16												
10/13/12	Saturday	1:39:01 PM	:30	\$350.00		SEC Football	(3:30:00 PM-7:00:00 PM)	NRSC/MANDEL		P-4	3	MWASH
10/13/12	Saturday	1:14:11 PM	:30	\$350.00		SEC Football	(3:30:00 PM-7:00:00 PM)	NRSC/MANDEL		P-4	2	MWASH
10/13/12	Saturday	1:04:21 PM	:30	\$350.00		SEC Football	(3:30:00 PM-7:00:00 PM)	NRSC/MANDEL		P-4	1	MWASH
10/13/12	Saturday	1:49:36 PM	:30	\$350.00		SEC Football	(3:30:00 PM-7:00:00 PM)	NRSC/MANDEL		P-4	4	MWASH
											4	
Line: 17												
10/13/12	Saturday	3:59:11 PM	:30	\$450.00		Sat Reg 2	9p-10p	NRSC/MANDEL		P-4	1	MWASH
											1	
Line: 18												
10/14/12	Sunday		:30	\$550.00		630p Local 12 News Su	630p-7p	NRSC/MANDEL		P-4	1	MWASH
											1	
											34	
											34	
											34	
											34	
											34	

[Filtered by: ] [Sorted by: Station]